

**Client:** CrossroadsGPS  
**Product:** Crossroads GPS  
**Estimate:** 1337-GPS New Mexico TV Add 11...  
**Flight Start:** 11/1/2012  
**Station:** KASA-TV  
**Market:** Albuquerque  
**RepCo-AT:** Pet - Amy McCreaty  
**Survey:** DMA/Nielsen  
**State:** New  
**Status:** In Trian  
**Separation:** 30  
**Comments:**  
**Seller Com.:**

**Spots:** 428  
**Primary Demo:** Adults 35+  
**Flight End:** 11/5/2012  
**FBD:** 11/1/2012  
**LBD:** 11/9/2012  
**Total Dollars:** \$8,835.00  
**Cash Dollars:** \$8,835.00  
**Trade Dollars:** \$0.00  
**Total Spots:** 29  
**Cash Spots:** 29  
**Trade Spots:** 0  
**Version:** 1 | .

Jwg  
10/30/12

218746

Ln	Days	Time	Program	Len	Dpt	Rate	G/T	Spots	GRP	Rtg	CPP	Note	[11/1]	[11/2]	[11/3]	[11/4]	[11/5]
1	Sa	06:00p-09:00p	FOX COLLEGE FOOTBALL	30	RT	\$400.00	c	1	2	1.5	\$266.67	0	0	1	0	0	
2	Th,F,MTuW	04.00p-05:00p	AMERICA'S FUNNIEST HM VIDEO	30	EF	\$300.00	c	3	4	1.2	\$250.00	1	1	0	0	1	
3	Th,F,MTuW	10:00a-11:00a	STEVE HARVEY	30	DT	\$75.00	c	3	1	0.3	\$250.00	1	1	0	0	1	
4	Th,F,MTuW	05:00p-05:30p	EXTRA	30	EN	\$300.00	c	2	3	1.3	\$230.77	1	1	0	0	0	
5	F	07:00p-08:00p	TOUCH	2	PT	\$1,000.00	c	1	5	4.6	\$217.39	0	1	0	0	0	
6	Su	09:30p-10:00p	NEWS 13 ON FOX 2-SA	30	PT	\$700.00	c	1	4	3.9	\$179.49	0	0	0	1	0	
7	Th,F,MTuW	11:00p-11:30p	30 ROCK	3	LF	\$100.00	c	3	2	0.6	\$166.67	1	1	0	0	1	
8	Th,F,MTuW	09:30p-10:00p	NEWS 13 ON FOX 2	30	PT	\$800.00	c	3	15	4.9	\$163.27	1	1	0	0	1	
9	Th,F,MTuW	08:00a-09:00a	NEW MEXICO STYLE	30	EM	\$45.00	c	3	1	0.3	\$160.00	1	1	0	0	1	
10	Sa	09:00p-09:30p	NEWS 13 ON FOX 2-SA	30	PT	\$700.00	c	1	5	4.9	\$142.86	0	0	1	0	0	
11	Th,F,MTuW	11:30p-12:00a	30 ROCK	3	LF	\$100.00	c	3	2	0.7	\$142.86	1	1	0	0	1	
12	Sa	09:30p-10:00p	NEWS 13 ON FOX 2-SA	30	PT	\$650.00	c	1	5	4.7	\$138.30	0	0	1	0	0	
13	Sa	10:00p-11:00p	TOUCH	2	RT	\$150.00	c	1	1	1.3	\$115.38	0	0	1	0	0	
14	Th,F,MTuW	10:30p-11:00p	SOUTH PARK	3	LF	\$125.00	c	3	5	1.7	\$73.53	1	1	0	0	1	

**Client:** CrossroadsGPS  
**Product:** Crossroads GPS  
**Estimate:** 1337-GPS New Mexico TV Add 11....  
**Flight Start:** 11/1/2012  
**Station:** KRQE-TV  
**Market:** Albuquerque  
**RepCo-AE:** Pet - Amy McCreary  
**Survey:** DMA-Nielsen  
**State:** New  
**Status:** In Tran  
**Separation:** 30  
**Comments:**  
**Seller Com.:**

**Spots:** 428  
**Primary Demo:** Adults 35+  
**Flight End:** 11/5/2012  
**FBD:** 11/1/2012  
**LBD:** 11/9/2012  
**Total Dollars:** \$11,900.00  
**Cash Dollars:** \$11,900.00  
**Trade Dollars:** \$0.00  
**Total Spots:** 38  
**Cash Spots:** 38  
**Trade Spots:** 0  
**Version:** 1 | -

Ln	Days	Time	Program	Len	Opt	Rate	C/T	Spots	GRP	Rtg	CPP	Note	[11/1]	[11/2]	[11/3]	[11/4]	[11/5]
1	Th,F,MTuW	12:30p-02:00p	CBS SOAP ROTATION	30	DT	\$500.00	c	3	6	1.9	\$263.16		1	1	0	0	1
2	Th,F,MTuW	01:07a-01:44a	KRQE NEWS 13 AT 10 (REPEAT)	30	RT	\$75.00	c	3	1	0.3	\$250.00		1	1	0	0	1
3	Th,F,MTuW	05:00a-06:00a	KRQE NEWS 13 @ 5A	30	RT	\$250.00	c	3	3	1.1	\$227.27		1	1	0	0	1
4	Th,F,MTuW	10:00a-11:00a	LET'S MAKE A DEAL	30	DT	\$500.00	c	3	7	2.3	\$217.39		1	1	0	0	1
5	Su	11:00a-02:00p	CBS NFL FOOTBALL - GAME 1	30	RT	\$1,500.00	c	1	7	7.1	\$211.27		0	0	0	1	0
6	Th,F,MTuW	03:00p-04:00p	DR. PHIL	30	DT	\$500.00	c	3	8	2.6	\$192.31		1	1	0	0	1
7	Th,F,MTuW	11:37p-12:37a	THE LATE, LATE SHOW	30	LF	\$125.00	c	3	2	0.7	\$178.57		1	1	0	0	1
8	Sa	04:58p-06:00p	CBS EVENING NEWS/KRQE NEWS 13 @ 530P	30	RT	\$550.00	c	1	3	3.1	\$177.42		0	0	1	0	0
9	Su	04:58p-06:00p	CBS EVENING NEWS/KRQE NEWS 13 @ 530P	30	RT	\$1,400.00	c	1	8	8.9	\$157.30		0	0	0	1	0
10	Sa	07:00a-08:00a	KRQE NEWS 13 SAT MORNING	30	RT	\$150.00	c	1	1	1	\$150.00		0	0	1	0	0
11	Th,F,MTuW	09:00a-10:00a	THE DOCTORS	30	DT	\$200.00	c	3	4	1.5	\$133.33		1	1	0	0	1
12	Th,F,MTuW	10:35p-11:37p	LATE SHOW W/DAVID LETTERMAN	30	LF	\$275.00	c	3	6	2.1	\$130.95		1	1	0	0	1
13	Sa	10:35p-11:37p	THE CLOSER	30	LF	\$275.00	c	1	2	2.3	\$119.57		0	0	1	0	0
14	Th,F,MTuW	06:00a-07:00a	KRQE NEWS 13 @ 6A	30	EM	\$200.00	c	3	6	1.9	\$105.26		1	1	0	0	1
15	Th,F,MTuW	04:00a-04:30a	CBS EARLY NEWS	30	RT	\$25.00	c	3	1	0.3	\$63.33		1	1	0	0	1
16	Th,F,MTuW	04:30a-05:00a	KRQE NEWS 13 @ 430A	30	RT	\$25.00	c	3	1	0.4	\$62.50		1	1	0	0	1

# Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
<b>Station: KASA</b>									
<i>Advertiser: POL/Crossroads GPS</i>									
<i>Agency: Crossroads Media LLC</i>									
<i>Line: 1</i>									
<i>Time Period: (6:00:00 PM-9:00:00 PM)</i>									
218746	1337		11/03/12	:30 P3			1337-GPS N		\$400.00
									\$400.00
									\$400.00
<i>Line: 2</i>									
<i>Time Period: 4p-5p</i>									
218746	1337		11/02/12	:30 P1		4:45:33 PM	1337-GPS N		\$300.00
218746	1337		11/05/12	:30 P1		4:31:07 PM	1337-GPS N		\$300.00
218746	1337		11/01/12	:30 P1		4:44:48 PM	1337-GPS NNMSNTV05GPH		\$300.00
									\$900.00
									\$900.00
<i>Line: 3</i>									
<i>Time Period: 10a-11a</i>									
218746	1337		11/05/12	:30 P3		10:23:18 AM	1337-GPS N		\$75.00
218746	1337		11/01/12	:30 P3		10:15:32 AM	1337-GPS NNMSNTV05GPH		\$75.00
218746	1337		11/02/12	:30 P3		10:15:17 AM	1337-GPS N		\$75.00
									\$225.00
									\$225.00
<i>Line: 4</i>									
<i>Time Period: 5p-530p</i>									
218746	1337		11/01/12	:30 P3		5:22:39 PM	1337-GPS NNMSNTV05GPH		\$300.00
218746	1337		11/02/12	:30 P3		5:06:18 PM	1337-GPS N		\$300.00
									\$600.00
									\$600.00
<i>Line: 5</i>									
<i>Time Period: 7p-8p</i>									
218746	1337		11/02/12	:30 P2		7:31:20 PM	1337-GPS N		\$1,000.00
									\$1,000.00
									\$1,000.00
<i>Line: 6</i>									
<i>Time Period: 930p-10p</i>									
218746	1337		11/04/12	:30 P3			1337-GPS N		\$700.00
									\$700.00
									\$700.00
<i>Line: 7</i>									
<i>Time Period: 11p-1130p</i>									
218746	1337		11/05/12	:30 P3		11:39:28 PM	1337-GPS N		\$100.00
218746	1337		11/02/12	:30 P3		11:22:29 PM	1337-GPS N		\$100.00
218746	1337		11/01/12	:30 P3		11:08:58 PM	1337-GPS NNMSNTV05GPH		\$100.00
									\$300.00
									\$300.00
<i>Line: 8</i>									
<i>Time Period: 930p-10p</i>									
218746	1337		11/01/12	:30 P3		9:38:11 PM	1337-GPS NNMSNTV05GPH		\$800.00
218746	1337		11/05/12	:30 P3		9:28:15 PM	1337-GPS N		\$800.00
218746	1337		11/02/12	:30 P3		9:58:20 PM	1337-GPS N		\$800.00
									\$2,400.00
									\$2,400.00
<i>Line: 9</i>									
<i>Time Period: 8a-9a</i>									
218746	1337		11/01/12	:30 P3		8:43:43 AM	1337-GPS NNMSNTV05GPH		\$45.00
218746	1337		11/02/12	:30 P3		8:32:46 AM	1337-GPS N		\$45.00
218746	1337		11/05/12	:30 P3		8:09:22 AM	1337-GPS N		\$45.00
									\$135.00

[Sorted by: Line]

# Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Crossroads GPS

Agency: Crossroads Media LLC

Line: 9

\$135.00

Line: 10

Time Period: 9p-930p

218746	1337	11/03/12	:30 P3		1337-GPS N	\$700.00
						\$700.00
						\$700.00

Line: 11

Time Period: 1130p-12a

218746	1337	11/05/12	:30 P3	11:49:46 PM	1337-GPS N	\$100.00
218746	1337	11/01/12	:30 P3	11:48:46 PM	1337-GPS NNMSNTV05GPH	\$100.00
218746	1337	11/02/12	:30 P3	11:39:28 PM	1337-GPS N	\$100.00
						\$300.00
						\$300.00

Line: 12

Time Period: 930p-10p

218746	1337	11/03/12	:30 P3		1337-GPS N	\$650.00
						\$650.00
						\$650.00

Line: 13

Time Period: 10p-11p

218746	1337	11/03/12	:30 P2		1337-GPS N	\$150.00
						\$150.00
						\$150.00

Line: 14

Time Period: 10:30:00p-11:00:00p

218746	1337	11/05/12	:30 P3	10:54:26 PM	1337-GPS N	\$125.00
218746	1337	11/01/12	:30 P3	10:47:12 PM	1337-GPS NNMSNTV05GPH	\$125.00
218746	1337	11/02/12	:30 P3	10:34:29 PM	1337-GPS N	\$125.00
						\$375.00
						\$375.00
						\$8,835.00
						\$8,835.00
						\$8,835.00
						\$8,835.00

[Sorted by: Line]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Patti Heck  
do hereby request station time concerning the following issue:

Crossroads GPS
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: Crossroads GPS

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005  
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

6/24/11

Date

Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

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Signature

Printed Name

Title